

**REMARKS:**

Claims 1 and 3-15 are in the case and presented for consideration.

The Examiner's rejection of claim 7 under 35 U.S.C. 112, second paragraph is respectfully traversed. The Examiner is correct that "raw data" can have many meanings, but this does not mean that those skilled the art to which this application pertains cannot understand exactly which of these many means are included in the claim language.

The phrase "raw data" has been defined clearly in the specification, for example, at page 7, lines 1-4, and lines 15-18:

"These raw data are for example layout patterns, forms, graphics, item descriptions, descriptions of the content materials, etc., which are supplied from the outside by different data base information sources 10 with said information."

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"The product information can advantageously also be made available as raw data, for example ASCII or ANSI or unicode, such that the transmission over the second operative connection 5, which most often represents the bottleneck, can take place several times faster."

It is therefore believed that these non-limiting examples of what the raw data can be, give the person of ordinary skill in the art proper guidance under 35 U.S.C. 112, second paragraph so that claim 7 is believed to be in proper form.

The Examiner has also rejected claims 1-10 and 12-15 as being obvious under 35 U.S.C. 103(a) over the published US patent application to Wiklof, US2001/0030234. Claim 11 is rejected as being obvious from Wiklof in view of US Patent 5,416,706 to Hagenbuch.

Claims 1 and 8 have been amended to better define the invention and now include features from claims 2 or 15, and additional features of the invention.

Claim 1 is directed to a method for output of product information on an output device which is characterized in that the output information is called up by the output device periodically via a second operative connection between the output device and the data processing means, optionally further processed and output, with the selection means being a merchandise management system.

These features, in combination with the remaining features of claim 1 are believed to be unobvious over Wiklof.

Wiklof discloses a device and a method for providing a user with product information, without being limited by the size of a product label space. For this method, the UPC/EAN/JAN-Code of the product is used in various ways. The code is scanned and further processed:

- (a) by using at least parts of the code as URL (paragraph [0009]);
- (b) by appending additional information to the code to form an URL (paragraph [0010]);
- (c) by using the barcode within a web site as determinant for links to manufacturers of products (paragraph [0012]); and
- (d) by using the barcode as determinant within a business method which uses a web application consisting of an end device sending a query to the web application and receiving product data from that web application according to the barcode data contained within the query (paragraph [0013]).

Thereafter, the product information is displayed on an end device visually or audibly.

Wiklof discloses an apparatus for these methods consisting of a scanner, a wireless interface, a microcomputer and a display or speaker (Figs. 4 and 5).

An important difference between Wiklof and the present invention as claimed is that the method and apparatus of Wiklof are directed toward an end user and only capable of displaying information related to a single product. In other words, the invention according to Wiklof is designed for a single end user who wants to know more about a single product and therefore acting as selection means by directing a scanner to a certain product and scanning its barcode. In contrast, the present invention is aimed at a company that wants to centralize and standardize the appearance of its product information at all points of sale and to keep the product information always up to date. Therefore, the output means are active means, calling up the information from the central server periodically in intervals of 1/10 seconds, one second, five seconds, ten seconds or more and optionally further processing the data. The output means are flat screens, electronic displays, printers or for example weighing devices at each point of sale. Since the active output means periodically call up information from the central server, they may respond directly to a merchandise management system that has changed product related data like the price, product description or item assignment in the companies central data processing means. This merchandise management system acts as selection means, since it selects the product whose information data has changed, the type of output means and the number of outputs.

Wiklof neither discloses such a merchandise management system nor offers any hint to those skilled in the art to use a merchandise system as the selection means. Furthermore, the end device of Wiklof is a passive device receiving data from a web application and being controlled by the web application.

The present invention is also new and inventive with regard to Hagenbuch since

Hagenbuch does not disclose any features with regard to amended claim 1.

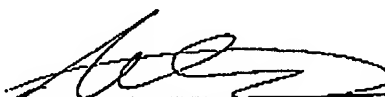
New claim 8 contains the system for carrying out the method according to new claim 1.

Accordingly, the application and claims are now believed to be in condition for allowance, and favorable action is respectfully requested. No new matter has been added.

If any issues remain, the Examiner is respectfully invited to contact the undersigned at the number below, to advance the application to allowance.

Favorable action is respectfully requested.

Respectfully submitted,



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